



Lorenzo Marzola

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ABOUT ME

I am an efficient and confident S.E.O, CRM and data analyst specialist, with demonstrated experience of working in the digital marketing industry. My experienced helped me develop expert knowledge team working process and reach objectives. I am highly motivated to continue learning and improving my craft.

SKILLS & PROFICIENCIES

- Search Engine Optimization
- Data Analysis
- CRM Marketing & Marketing Automation
- Digital Advertising
- Omni Channel Campaigns
- Team Working
- Problem Solving

CERTIFICATIONS & EDUCATIONAL PROJECTS

2022 - Active. Road to full stack developer started on codacademy

2021 - Active. New SEO Process based Clustering and Net Analysis

2018 - MITx - The Edge of Analytics

2018 - Google AdWords

2017 - Google Analytics

2017 - Hubspot various certifications

WORK HISTORY

S.E.O. and C.R.M. Specialist - Digital Dictionary: Digital Transformation Enterprise Consulting *Gen 2021 to Today*

Head of S.E.O teams, CRM migration and process definition

Customer Success Officer - Del Monte & Partner Comunicazione

Ago 2018 to Dic 2020

In charge of customers success.

- Hubspot Diamond Partner
- Talkwalker Partner
- Experienced on Salesforce

Chief Digital Officer - Inside Comunicazione

Nov 2016 to Ago 2018

Head of the digital division

- More than 100 Awards Won
- Hubspot Platinum Partner

Search Marketer and Analytics Specialist - Free Lance

Apr 2011 to Nov 2016

My hardest experience. I managed study, work and customer acquisition.

Product Marketing Engineer - Marposs S.p.A.

Nov 2005 to Feb 2011

Products: Radio data transmission systems of measuring instruments.

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EDUCATIONAL BACKGROUND

MITx

2018 - The Analytics Edge

Ferrara University

Ferrara (Italy)

Master's Degree in Electronic Engineering, IT specialization
2004

MOST SIGNIFICANT PROJECTS

- I Health You
- Verisure
- TIM
- C.N.R. Isti (BIG site, more than 120M pages)
- Fatebenefratelli
- Centro Medico S'Antagostino
- KPMG
- DHL Express
- Conforti
- Mondial Forni

TOOLS & SOFTWARE SKILLS

SPECIALIST

- Google Marketing Suite
- SEO Tools
- Hubspot
- Excel
- Open Refine (data refinement)

GOOD KNOWLEDGE

- HTML, CSS
- MySQL
- Social Advertising
- Data visualization tools (Tableau, MS Power BI)
- Salesforce

PRIVACY

I hereby authorize my personal details use for recruitment needs

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In riferimento al decreto legislativo 196/03 autorizzo espressamente il trattamento dei mie dati personali per le Vostre esigenze di selezione e comunicazione.

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